

Comparisons of Job Characteristics

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 92

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	20.2	13.4	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	19.3	16.6	<	Expanded education and/or training may be required
Production and Processing	6.0	9.6	6.1	<<	Extensive education and/or training may be required
Transportation	4.6	7.6	4.8	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Speaking	10.8	16.0	11.1	<<	Extensive development of skills in this area may be required
Persuasion	7.4	15.9	12.2	<<	Extensive development of skills in this area may be required
Active Listening	11.0	15.4	11.9	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	12.7	9.8	<<	Extensive development of skills in this area may be required

Negotiation	6.8	12.0	10.8	<	A higher skill level may be required
Management of Financial Resources	3.3	6.6	3.1	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	6.2	2.8	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 94			
Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.6	13.4	<	Some improvement in abilities may be required
Oral Comprehension	12.5	16.2	13.7	<	Some improvement in abilities may be required
Speech Clarity	10.2	14.7	12.1	<	Some improvement in abilities may be required
Speech Recognition	9.9	13.9	11.5	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	10.4	7.3	<<	Extensive improvement in abilities may be required
Memorization	5.6	8.6	5.9	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85
Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Answer customer or public inquiries	41	
Demonstrate goods or services	76	
Identify best product for customer's needs	92	
Maintain records, reports, or files	5	
Measure customer for size	92	
Obtain information from individuals	24	
Provide customer service	14	
Sell merchandise	65	

Use computers to enter, access or retrieve data	3
Use industry terms or concepts	89
Use knowledge of sales contracts	80
Use sales techniques	75

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 63

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Ladders and scaffolding	6
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.